

Bjerke's career path leads back to Augie

By Jennifer Johnson
Staff writer

Bryan Bjerke is glad to be back. Since graduating from Augustana in 1974, his career has taken him from Winnipeg to Norway. He has experienced a myriad of activities, from mountain climbing to covering national political conventions. This year is his first year as Director of Communications for Augustana, a job he enjoys, in a town he loves.

Bjerke graduated from Augustana in 1974 with a degree in communications. "During college, I was involved with KAUR when it was first initiated. I was program director and had a part in public affairs. That experience started me toward my career," he said.

He started out as a reporter for KELO-TV. He functioned as anchorman, producer, and program director during his seven year stay.

"I travelled a lot while working with KELO. I covered four national political conventions in different cities," said Bjerke. "There was also a story I did in the Canadian Rockies about a draft resister. While covering that story, I got to mountain climb. I went to Winnipeg to cover the wheat cartel. I also travelled to Norway to cover the South Dakota International Guard NATO maneuvers."

In 1981, Bjerke moved up to CBS in New York as assignment editor on the national desk, covering the northeast area of America. He said, "The stories



Bryan Bjerke

Photo by Suzie Hunstad

that left the biggest mark on me happened when I was coordinating with the foreign desk. The assassination of Anwar Sadat and the martial law crackdown in Poland were two of the most exciting stories I dealt with."

Now Bjerke is in the business of marketing Augustana.

"My job is to provide an unified and consistent image to everyone, including current students. The quality of education here makes it easier to market Augustana," he said.

Besides the educational quality, Bjerke feels the locale of Augie is a plus.

"The slogan 'A Top-50 College in a Top-10 Town' may sound advertise-y, but Sioux Falls really is a great place. I loved my job in New York, but Sioux Falls has friendlier people and cleaner air," Bjerke said.

Bjerke got married this fall. He enjoys sports and reading. Another favorite past-time is watching old movies.

Bjerke said, "I have yet to make it down to the Jabberwock, but I plan to do that soon."

Working out of an office on the third floor of the Administration building, Bjerke has a commanding view of Augie. But more important, Bjerke has a view of the world as a person who has covered a large share of it. That makes Augustana seem even better when he says, "I want to be here quite a while. It's my favorite place."

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